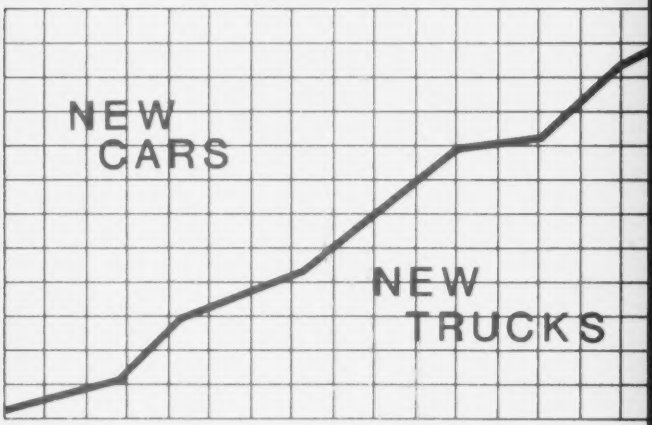
POCKET SUMMARY

FEBRUARY
1990

C7715-3 A

OF REGISTRATIONS



COURTESY OF

POLK.

R. L. POLK & CO.
STATISTICAL SERVICES
DIVISION

NEW PASSENGER CAR REGISTRATIONS - MONTH

MAKES	FEBRUARY		% '90 VS '89	% IND	
	1990	1989		1990	1989
CHRYSLER	11262	16010	-29.64	1.71	2.19
LEBARON	4221	6129	-31.13	.64	.84
NEW YORKER	4417	8048	-45.12	.67	1.10
5TH AVE	95	127	-25.20	.01	.18
IMPERIAL	987	-	-	.15	-
DODGE	25737	32214	-20.11	3.92	4.42
DAYTONA	2597	4177	-37.82	.39	.57
SHADOW	4207	6264	-32.85	.64	.86
SPIRIT	7132	2706	+163.53	1.09	.37
DYNASTY	7297	9600	-23.99	1.12	1.32
ARIES	414	2914	-85.80	.06	.40
PLYMOUTH	19364	18949	+2.19	2.95	2.60
HORIZON	2646	2607	+1.50	.31	.36
SUNDANCE	5442	6128	-11.19	.82	.86
ACCLAIM	7347	3359	+118.78	1.12	.46
RELIANT	531	2873	-81.52	.08	.39
LASER	3741	578	+547.23	.57	.08
EAGLE	4399	5761	-23.63	.67	.79
PREMIER	1207	3024	-60.12	.18	.41
TALON	1488	-	-	.30	-
CHRYSLER CORP.	60762	72584	-16.28	9.25	9.94
FORD	99751	120421	-17.15	15.12	16.49
ESCORT	20156	24881	-18.98	3.07	3.41
PROBE	2157	3016	-28.48	.33	.41
MUSTANG	2714	4125	-34.20	.41	.56
TEMPO	16811	18618	-9.71	2.57	2.54
TAURUS	43134	36694	+17.55	6.58	5.05
CROWN VICTORIA	6914	7717	-10.40	1.05	1.06
THUNDERBIRD	7071	8880	-20.38	1.08	1.22
LINCOLN	15552	14501	+7.25	2.37	1.99
MERCURY	27118	33746	-19.64	4.13	4.57
TOPAZ	5775	6436	-10.27	.87	.89
SABLE	8477	7376	+14.93	1.29	1.01
COUGAR	6615	7551	-12.40	1.00	1.04
GRAND MARQUIS	7188	7743	-7.17	1.09	1.06
LINC/MERC DIV.	43811	49748	-11.93	6.66	6.82
FORD MOTOR CO.	143191	170169	-15.86	21.78	23.31
BUICK	13665	13644	+.15	2.08	1.87
SKYHAWK	1	1	-	.00	.00
SKYLARK	1265	1148	+10.19	.19	.16
CENTURY	4487	4128	+8.70	.68	.57
REGAL	5944	4971	+19.56	.90	.68
LESABRE	1944	1835	+5.94	.30	.25
RIVIERA	1014	1017	-.29	.15	.14
REATTA	310	545	-43.12	.05	.07
CADILLAC	18764	20745	-9.55	2.85	2.84
ALLANTE	1	2	-50.00	.00	.00
ELDORADO	3822	4710	-18.85	.58	.65
SEVILLE	14941	16033	-6.81	2.27	2.19
CHEVROLET	92586	95644	-3.20	14.05	13.11
PRIZM	7616	7	+108757.14	1.16	.00
CELEBRITY	4	-	-	.00	.00
LUMINA	14998	15	+99833.33	2.27	.00
CORSICA	11126	15701	-29.14	1.69	2.15
BERETTA	7644	13987	-45.35	1.16	1.92
CAVALIER	20285	21219	-4.40	3.07	2.91
CAMARO	4893	5156	-5.10	.74	.71
CORVETTE	1733	646	+168.27	.26	.09
OLDSMOBILE	34169	46855	-27.07	5.19	6.42
CALAIS	864	1930	-55.23	.13	.26
CUTLASS CIERA	9265	14766	-37.25	1.41	2.02
CUTLASS	9462	14	+67457.14	1.44	.00
TORONADO	1865	2864	-34.88	.28	.39
PONTIAC	42126	47859	-11.97	6.41	6.56
SUNBIRD	7402	5896	+25.57	1.13	.81
GRAND AM	13953	13815	+1.00	2.12	1.89
6000	7402	8704	-14.97	1.13	1.19
BONNEVILLE	5476	7767	-29.49	.83	1.06
FIREBIRD	2858	3636	-21.40	.43	.50
GRAND PRIX	4035	7241	-44.28	.61	.99
GEN. MTRS. CORP.	230842	263776	-12.48	35.10	36.15
MISC. DOMESTIC	8	244	-96.72	.00	.03
OTHER IMPORT	72111	64466	+11.86	10.97	8.83
U.S. TOTAL	657747	730121	-9.91		

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NEW IMPORTED CARS LEADING MAKES

MAKES	YEAR TO DATE 1990		YEAR TO DATE 1989	
	UNITS	% OF INDUSTRY	UNITS	% OF INDUSTRY
DOMESTIC SPONSORED IMPORTS				
CHEVROLET SPRINT/METRO	10322	.76	7181	.48
CHEVROLET SPECTRUM/STORM	14542	1.03	8279	.56
CHRYSLER CONQUEST	181	.01	1025	.07
DODGE COLT DL/SW	2563	.20	4891	.33
DODGE COLT VISTA SW	519	.04	1181	.08
EAGLE MEDALLION	83	.01	1264	.09
EAGLE SUMMIT	2150	.16	3426	.23
FORD FESTIVA	10479	.77	12276	.83
GM LOTUS	12	-	28	-
L-M XR4	110	.01	623	.04
L-M SCORPIO	177	.01	3234	.22
MERCURY CAPRI	-	-	-	-
MERCURY TRACER	3745	.24	7221	.48
PLYMOUTH COLT DL/SW	2685	.20	4507	.30
PLYMOUTH COLT VISTA SW	563	.04	1098	.07
PONTIAC LEMANS	3481	.25	9205	.62
OTHERS	726	.05	63	-
TOTAL DOMESTIC SPONSORED IMPORTS	61534	4.77	65497	4.41
OTHER IMPORTS				
ACURA	19678	1.34	19874	1.34
AUDI	2937	.20	3071	.20
BMW	8939	.54	11865	.80
HONDA	102179	7.50	81174	5.40
HYUNDAI	22020	1.61	31576	2.13
INFINITI	1920	.13	-	-
ISUZU	5458	.35	3059	.20
LEXUS	7699	.56	-	-
MAZDA	32512	2.39	32866	2.21
MERCEDES BENZ	10345	.76	10900	.73
MITSUBISHI	33742	2.47	10280	.69
NISSAN	61045	4.47	63916	4.31
SAAB	3706	.27	5098	.34
SUBARU	14104	1.03	22955	1.55
TOYOTA	104549	7.66	96185	6.48
VOLKSWAGEN	15529	1.14	17257	1.16
VOLVO	8757	.64	15751	1.06
OTHERS	8748	.64	12016	.81
TOTAL OTHER IMPORTS	465493	34.13	476671	32.82
GRAND TOTAL ALL IMPORT CARS	527027	38.90	542168	36.23

NEW IMPORTED LIGHT TRUCKS LEADING MAKES (0-10,000 LBS)

DOMESTIC SPONSORED IMPORTS				
DODGE RAM 50	2670	.76	9261	.68
DODGE RAIDER	661	.19	1139	.16
CHEVROLET GEO TRACKER	4200	.56	1399	.18
OTHER IMPORTS				
ISUZU	19671	2.06	14762	1.93
MAZDA	19778	2.14	17297	2.27
MITSUBISHI	7145	.77	6287	.82
NISSAN	27749	2.76	26796	3.46
SUZUKI	4485	.33	5273	.69
TOYOTA	59263	5.24	76278	9.02
VOLKSWAGEN	417	.07	595	.08
OTHERS	1138	.15	730	.10
TOTAL OTHER IMPORT TRUCKS	107856	11.80	129656	14.38
GRAND TOTAL ALL IMPORT TRUCKS	111719	14.85	139456	15.40

UNITED STATES SUMMARY

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NEW VEHICLE REGISTRATIONS: UNITED STATES CALENDAR YEAR TOTALS

YEAR	CARS	TRUCKS
1991	10888518	4675140
1990	10139842	4501022
1989	10169466	4393868
1988	10479931	5011100
1987	9852417	5170199

NEW PASSENGER CAR REGISTRATIONS - YEAR TO DATE

MAKES	YEAR TO DATE		% '90 VS '89	% IND		YEAR END
	1990	1989		1990	1989	1989
CHRYSLER	2,452	55,413	69.26	1.80	2.16	203362
LEBARON	9515	12944	73.49	1.87	1.87	92708
NEW YORKER	9315	13477	69.14	1.73	1.24	87244
5TH AVE	2,222	2,901	76.58	1.02	1.20	11913
IMPERIAL	1819			1.13		1467
DODGE	51158	66046	80.43	1.83	4.46	454935
DAYTONA	5501	7787	71.10	1.47	1.52	66719
SHADOW	7566	12165	78.84	1.71	1.87	91515
SPIRIT	14,307	14788	258.87	1.56	1.52	71008
DYNASTY	15191	18525	81.51	1.11	1.25	111911
ARIES	3345	8546	11.64	1.07	1.66	155693
PLYMOUTH	19544	24274	100.72	2.90	2.64	304911
HORIZON	7834	5776	86.26	1.29	1.19	73894
SUNDANCE	7874	12698	61.69	1.51	1.86	85907
ACCLAIM	16,17	6,00	293.51	1.13	1.19	66864
RELIANT	12567	8122	15.48	1.03	1.55	35702
LASER	1276			1.57	1.04	18859
EAGLE	3822	10717	84.18	1.66	1.72	70897
PREMIER	261	4022	47.35	1.14	1.40	40385
TALON	4178			1.31		5909
CHRYSLER CORP	124,251	151,10	87.78	2.55	15,20	1031153
FORD	35,843	48,259	82.94	16,23	16,71	1528647
ESCORT	14,68	19,60	75.14	3.36	3.46	314260
PROBE	6,75	10,67	91.87	1.21	1.21	136545
MUSTANG	17,60	23,54	74.09	1.28	1.33	164564
TEMPO	27,63	41,39	83.66	2.78	2.94	274595
TAURUS	51,76	54,34	96.04	3.78	3.66	510156
CROWN VICTORIA	15,83	18,47	100.64	1.14	1.04	108393
THUNDERBIRD	14,25	18,17	79.37	1.14	1.22	120801
LINCOLN	14,27	17,85	79.97	2.51	2.08	197911
MERCURY	29,23	41,98	71.38	4.15	4.67	458165
TOPAZ	13,66	14,28	93.32	1.44	1.36	86449
SABLE	19,16	19,15	92.56	1.73	1.70	112277
COUGAR	11,49	17,82	80.48	1.04	1.35	93117
GRAND MARQUIS	16,15	14,72	109.64	1.40	1.16	111681
LINC/MERC DIV	47,95	51,87	84.45	4.94	4.91	676451
FORD MOTOR CO	112,02	142,10	85.44	23,83	23,69	2256536
BUICK	13,13	20,46	64.15	1.39	1.94	190268
SKYHAWK	67	1,14	58.77	1.14	1.08	10738
SKYLARK	4,16	7,14	58.26	1.44	1.68	61758
CENTURY	4,18	7,19	58.13	1.41	1.69	118612
REGAL	3,94	5,38	73.19	1.83	1.27	73115
LESABRE	5,14	6,19	83.01	1.81	1.46	144826
RIVIERA	1,14	1,14	100.00	1.14	1.14	13113
REATTA	1,14	1,14	100.00	1.14	1.14	7329
CADILLAC	11,44	12,98	85.53	1.69	2.97	211237
ALLANTE	1,14	1,14	100.00	1.14	1.14	7112
ELDORADO	4,14	4,14	100.00	1.14	1.14	83505
SEVILLE	4,14	7,14	57.14	1.14	1.14	27655
CHEVROLET	47,14	57,14	82.47	14,14	13,14	1154654
PRIZM	11,14	14,14	78.57	1.14	1.14	73476
CELEBRITY	11,14	14,14	78.57	1.14	1.14	114856
LUMINA	11,14	14,14	78.57	1.14	1.14	114548
CORVETTA	1,14	1,14	100.00	1.14	1.14	14267
BERETTA	1,14	1,14	100.00	1.14	1.14	14718
CAVALIER	14,14	14,14	100.00	1.14	1.14	152380
CAMAR	1,14	1,14	100.00	1.14	1.14	19176
CORVETTE	1,14	1,14	100.00	1.14	1.14	24815
OLDSMOBILE	11,14	14,14	81.14	1.14	1.14	117706
CALAIS	1,14	1,14	100.00	1.14	1.14	14560
CUTLASS CIERA	1,14	1,14	100.00	1.14	1.14	14161
CUTLASS	1,14	1,14	100.00	1.14	1.14	10544
TORNADO	1,14	1,14	100.00	1.14	1.14	1765
PONTIAC	14,14	14,14	81.14	1.14	1.14	135455
SUNBIRD	1,14	1,14	100.00	1.14	1.14	14556
GRAND AM	1,14	1,14	100.00	1.14	1.14	23623
6000	1,14	1,14	100.00	1.14	1.14	14459
BONNEVILLE	1,14	1,14	100.00	1.14	1.14	13399
FIREBIRD	1,14	1,14	100.00	1.14	1.14	14666
GRAND PRIX	1,14	1,14	100.00	1.14	1.14	11484
GEN MTRS CORP	1,14	1,14	100.00	1.14	1.14	1481611
IMPS OF AMERICA	1,14	1,14	100.00	1.14	1.14	134
OTHER IMPORT	1,14	1,14	100.00	1.14	1.14	1111361
U.S. TOTAL	1,14	1,14	100.00	1.14	1.14	1465611

UNITED STATES SUMMARY

NEW TRUCK REGISTRATIONS

MAKES	FEB	% IND	YEAR TO DATE		% '90 VS '89	% IND	
	1990		1990	1989		1990	1989
CHEVROLET	185244	24.63	185244	191002	96.99	24.63	25.08
CHRYSLER	596	.08	596	-	-	.08	-
DODGE	90132	11.98	90132	85540	105.37	11.98	11.22
FORD	214457	28.52	214457	220688	97.18	28.52	28.96
FREIGHTLINER	4011	.53	4011	4318	92.89	.53	.57
G.M.C.	52016	6.91	52016	53525	97.18	6.91	7.02
HINO	319	.04	319	348	91.67	.04	.05
ISUZU	16661	2.21	16661	15749	105.79	2.21	2.07
IVECO	293	.04	293	331	88.52	.04	.04
JEEP	33043	4.39	33043	38285	86.31	4.39	5.02
JOHN DEERE	582	.08	582	1035	56.23	.08	.14
KENWORTH	2303	.31	2303	3126	73.67	.31	.41
MACK/MIDLINER	2574	.34	2574	4438	58.00	.34	.58
MERCEDES BENZ	269	.04	269	314	85.67	.04	.04
MITSUBISHI FUSO	505	.07	505	626	80.67	.07	.08
NAVISTAR	10193	1.36	10193	12745	79.98	1.36	1.67
OLDSMOBILE	2399	.32	2399	-	-	.32	-
PETERBILT	2137	.28	2137	3236	67.89	.28	.42
PLYMOUTH	39785	5.29	39785	27488	144.74	5.29	3.61
PONTIAC	3042	.40	3042	-	-	.40	-
SCANIA	19	-	19	24	79.17	-	-
UD	261	.03	261	239	109.21	.03	.03
VOLVO	140	.02	140	235	59.57	.02	.03
WESTERN STAR	181	.02	181	256	70.70	.02	.03
WHITEGMC	2103	.28	2103	3355	62.66	.28	.44
OTHER IMPORTS	88251	11.73	88251	94907	92.99	11.73	12.45
MISC. DOMESTIC	643	.09	643	480	133.96	.09	.06
U. S. TOTAL	752225		752225	762291	98.68		

TRUCKS BY WEIGHT GROUPS-YEAR TO DATE

MAKES	GVW 1 0-6	GVW 2 6-10	GVW 3 10-14	GVW 4 14-16	GVW 5 16.1-19.5	GVW 6 19.5-26	GVW 7 26-33	GVW 8 33 & OVER
CHEVROLET	104386	75481	2212	268	33	1195	1036	35
CHRYSLER	596	-	-	-	-	-	-	-
DODGE	71018	18114	-	-	-	-	-	-
FORD	110142	34430	-	3605	-	748	3525	1546
FREIGHTLINER	-	-	-	-	-	-	-	4011
G.M.C.	24788	24255	372	170	228	623	1955	69
HINO	-	-	37	-	51	86	145	-
ISUZU	15531	-	843	85	37	95	70	-
IVECO	-	2	184	15	15	17	-	-
JEEP	33031	12	-	-	-	-	-	-
JOHN DEERE	-	1	18	447	116	-	-	-
KENWORTH	-	-	-	-	-	-	35	2268
MACK/MIDLINER	-	-	-	-	-	161	327	2086
MERCEDES BENZ	-	-	-	-	-	94	175	-
MITSUBISHI FUSO	-	-	243	-	105	30	77	-
NAVISTAR	-	-	-	7	14	1397	4204	4571
OLDSMOBILE	2399	-	-	-	-	-	-	-
PETERBILT	-	-	-	-	-	-	43	2148
PLYMOUTH	39785	-	-	-	-	-	-	-
PONTIAC	3042	-	-	-	-	-	-	-
SCANIA	-	-	-	-	-	-	-	19
UD	-	-	105	-	77	53	46	-
VOLVO	-	-	-	-	-	-	132	8
WESTERN STAR	-	-	-	-	-	-	-	181
WHITEGMC	-	-	-	-	-	-	-	2103
OTHER IMPORTS	88036	215	-	-	-	-	-	-
MISC. DOMESTIC	62	66	-	-	4	141	5	367
TOTAL	493014	213614	4022	4657	680	4621	12174	19418
1989 TOTAL	481368	220990	5059	5205	1454	7666	13147	29196
1990 vs '89	102.00	96.67	79.52	89.47	46.77	60.28	92.61	66.49

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